

Application No. 09/707,603

selecting advertising content based on a premium paid by an advertiser.

25. (New) The data processing system of claim 20, wherein the program instructions for selecting advertising content further include selecting advertising content based on a premium paid by an advertiser.

REMARKS

Claims 1-20 are pending in the application. Claims 1, 7, 13, 14, and 20 are independent claims. Claims 21-25 are new dependent claims. The subject matter of the new claims is found in the specification on page 8, lines 5-9. The Applicant respectfully submits that this application is in condition for allowance, and accordingly, consideration and allowance of this application are requested.

Respectfully submitted,

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